

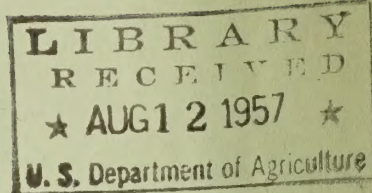
62
R. W. Longabaugh
410 PERSIMMON AVE.
Sebring, Florida

1957

Bm

JUST A REMINDER!

....ANY TIME IS CALADIUM TIME



Plant the year around---Always ready for sale, no timing needed. Very versatile as house plants, landscaping outdoors in sheltered, semi-shaded areas, and the foliage may be cut for floral work. New foliage will grow out. This way you can grow your own exotic, tropical foliage, sell the plants, or both.

....and, when ordering, it is well to keep a few important facts in mind:

<u>QUALITY</u>	<u>CERTIFIED BULBS</u>	<u>GENEROUS COUNT</u>
<u>HEAVY GRADING</u>	<u>CAREFUL PACKING</u>	<u>REASONABLE PRICES</u>
<u>WELL-BALANCED MIXTURES</u>	<u>COLORFUL VARIETIES</u>	<u>GUARANTEED SATISFACTION</u>

.....
PRICES

<u>PER 100</u>	<u>GRADE</u>	<u>MIXED</u>	<u>NAMED(Your selections)</u>
1 $\frac{1}{4}$ -1 $\frac{1}{2}$ in. dia.	#2	\$ 9.00	\$ 10.00
1 $\frac{1}{2}$ -2 $\frac{1}{2}$ in. dia.	#1	14.00	15.00
2 $\frac{1}{2}$ -3 $\frac{1}{2}$ & UP dia.	JUMBO	22.00	24.00
* 3/4-1 $\frac{1}{4}$ in. dia.	#3	5.00	6.00 (special grade)
** 3 $\frac{1}{2}$ & UP ONLY	MAMMOTH	32.00	35.00 (" ")

F.O.B. Sebring, Fla.

Less 10% 500-2500

~~15% 2500-5000~~

~~20% 5000 Up.~~

* Minimum order 100; no less than 25 of a variety. Volume discounts apply to this size also, but not in combination with other sizes.

** While our top grade is 2 $\frac{1}{2}$ -3 $\frac{1}{2}$ & UP, which includes Jumbos and Mammoths "as they come" in the grading process, for those wishing Mammoth only, we now offer this grade.

Should substitutions become necessary, when ordering, please advise whether ^{SIZE}grade or variety is preferred, otherwise a similar variety of the size selected by you will be shipped.

Hoping we may have the pleasure of serving you this season, and sincerely thanking all our old customers for your trust in us, evidenced by your continued repeat orders, we are

Yours very truly,

R. W. LONGABAUGH

SEND A REMINDER

...THE TIME IS CALAMITY TIME

Plant the year around--Always ready for sale, no timing needed. Very versatile on some plants, landscaping outdoors in sheltered, semi-shaded areas, and the plants may be cut for floral work. The foliage will grow out. This way you can grow your own exotic, tropical foliage, with the plants, or both.

...and, when ordering, it is well to keep a few important facts in mind:

QUANTITY	RENTAL PERIOD	RENTAL PERIOD	RENTAL PERIOD
RENTAL PERIOD	RENTAL PERIOD	RENTAL PERIOD	RENTAL PERIOD
RENTAL PERIOD	RENTAL PERIOD	RENTAL PERIOD	RENTAL PERIOD

PRICES

RENTAL PERIOD	RENTAL PERIOD	RENTAL PERIOD	RENTAL PERIOD
1-2 wks. \$10.00	3-4 wks. \$15.00	5-6 wks. \$20.00	7-8 wks. \$25.00
9-10 wks. \$30.00	11-12 wks. \$35.00	13-14 wks. \$40.00	15-16 wks. \$45.00
17-18 wks. \$50.00	19-20 wks. \$55.00	21-22 wks. \$60.00	23-24 wks. \$65.00

F.O.B. Shipping, Fla.

Less 10% 100-2500 15% 2500-5000 20% 5000 up.

* Minimum order 100 plants or less than 5% of a variety. Volume discounts apply to this order also, but not in combination with other sizes. We handle the plants in 10-12 inch pots and 12-14 inch pots. In the pricing process, for those who wish to order this price.

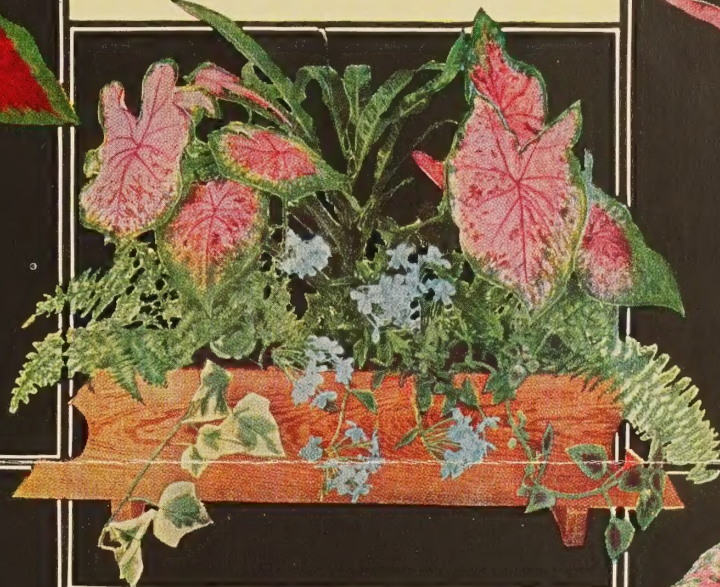
Should additional plants be necessary, when ordering, please advise whether plants or variety is preferred, otherwise a similar variety of the size selected by you will be shipped.

Noting we may have the pleasure of serving you this season, and sincerely thank you for all our customers for your trust in us, evidenced by your continued orders. Yours, we are

Yours very truly,

R. W. LAMARCA

Beautiful
Fancy Leaved
CALADIUMS
From Finest Quality Bulbs



Ideal for Landscaping
(Above) Mrs. Munson (Below) Mrs. W. B. Haldemann



(A) Poecile Anglais (D) Hortulania
(B) Devonshire (E) Mrs. F. Sanders
(C) Itacapus (F) Scarlet Pimpernelle

R. W. Longabaugh
410 Persimmon Ave., Sebring, Fla.

Grower and Shipper
Fancy Leaved Caladium Bulbs
Guaranteed Quality and Reliability
... ALWAYS!

Fancy Leaved CALADIUMS

- ATTALA*. Rose-colored leaf, heavily mottled with medium green. Pronounced red ribs. Pink and black striped stem.
- **BRILLIANTISSIMO*. Brilliant red-rose center, blending with islets into dark green border. Green stems.
- CANDIDUM*. The leading white variety. Snow-white leaves with green ribs and veins. Vigorous grower.
- CRIMSON WAVE*. Large, crinkled, translucent leaves with crimson center, mottling into dark green border. Black stems.
- DEVONSHIRE*. Mottled, translucent lavender-pink on dark green leaf. Bushy.
- DR. D. M. COOK*. Maroon-red center and red ribs. Crinkled and wavy leaf spotted with translucent red toward dark moss-green border.
- DR. T. L. MEADE*. Entire leaf coppery bronze-red color. Crimson ribs.
- EDITH MEADE*. Snow-white leaves with narrow, dark green border and red midribs. Black and green striped stems.
- ITACAPUS*. Entire leaf bright red; narrow green border with red dottings.
- JESSIE THAYER*. Flushed pink and white on dark green leaf. Noted for its very pronounced dark red ribs and veining.
- JOHN PEED*. Metallic red center and red veins, with moss-green border. Medium roundish leaves. Black stems.
- †*LORD DERBY*. Translucent shell-pink, crinkled leaves with green ribs and veining. Pencil-line green border. Very bushy.
- †*MACAHYBA*. Dark moss-green leaf, profusely marked with lilac splotches over entire leaf. Pronounced scarlet ribs.
- MARIE MOIR*. Large white leaves with red blotches between pronounced dark green ribs and veining. Narrow green pencil-line border.
- MRS. F. SANDERS*. Deep lavender-rose, heavily blotched with dark green and chartreuse. Large, roundish leaves. Black veins and stems.
- MRS. MUNSON*. Translucent lavender-rose leaf with deep rose-colored ribs, blending into medium green border. Dark stems.
- MRS. W. B. HALDEMANN*. Bright translucent pink, interspersed with islets of white toward the narrow, light green border. Very bushy.
- **PINK HORTULANIA*. Vivid pink leaf, blending into narrow green edge. Deep rose veins.
- POECILE ANGLAIS*. Deep dark red leaves with apple-green border. Outer edge slightly wavy.
- RECONCAVO*. Rose-red on light green, with embossed effect. Carmine ribs.
- RED ENSIGN*. Bright metallic red with powdery blue cast. Narrow green border. Produces many colorful leaves.
- RED FLARE*. Bright scarlet leaf, blotched with light and dark green. Many leaves.
- **RED HORTULANIA*. Entire leaf brilliant vermilion-red, with very narrow, medium green edge. Dusty blue cast over leaf.
- **RIO DE JANEIRO*. Translucent bright pink leaf, with very narrow, dark green border and mottling. Light stem.
- RISING SUN*. Brilliant red center with dark red ribs. Orange-red spots bursting forth from center into dark green border. Black stems.
- SCARLET PIMPERNELLE*. Scarlet center with yellow-green border. Large leaves. Vigorous, leafy growth.
- †*SOROCOBA*. Translucent white suffused with pink. Green ribs and veins.
- SPANGLED BANNER*. Bright red center, having profuse pink spots in dark green border.
- THOMAS TOMLINSON*. Bright crimson center with blotches of red and green toward the narrow green border. Many leaves.
- TRIOMPHE DE L'EXPOSITION*. An old favorite. Bright red center with medium green border. Extra-large, roundish leaves.

*These brilliant varieties do not produce a large bulb. We would suggest grouping two No. 1 or three No. 2 bulbs together for outstanding effect.

†These varieties will attain better color in more subdued light than other varieties.

Our hand-selected mixture contains all varieties still in stock at the time of receiving your order—one-third whites, unless otherwise specified by you. We also include a portion of a field-grown mixture which is comprised of all of our named varieties, plus several which we do not stock separately. This assures you a much better variety range well after our stock of separate varieties becomes more limited. This field-grown mixture is of bright varieties only and does not include any dull, nondescript discards.

Should we be sold out of a variety you select, we will substitute one we consider as good or superior.

.....OUR CALADIUM PRICES ARE SET BY THESE FACTORS.....

HIGH STANDARDS OF QUALITY are assured by having bulbs properly cured in a modern, concrete-block packing house, under conditions of controlled temperature and ventilation.

ALL BULBS ARE INSPECTED AND CERTIFIED by the Florida State Plant Board to be disease-free.

EXTRA BULBS ARE ADDED to the count as a bonus.

GRADING IS HEAVY. Our #2 grade is now $1\frac{1}{4}$ - $1\frac{1}{2}$ in. dia. Jumbo is now $2\frac{1}{2}$ - $3\frac{1}{2}$ & UP.

EACH BULB IS CHECKED for soundness and condition before being carefully packed.

CAREFUL PACKING, to withstand extremes in temperatures, and also breakage enroute, assures safe arrival to you. We use light, dry wood shavings as packing material, free from weevils and other insect pests which are often found in some packing materials.

OUR MIXTURES ARE HAND-SELECTED and are balanced as to color grouping and contain some 35-40 varieties (at peak supply)...one third whites, unless otherwise specified by you. And.....our mixtures do not contain any dull, non-descript discards. To insure a well balanced variety range, even well after our separate varieties become more limited in selection, we include a portion of a field-grown mixture, which consists of all the separate varieties we grow as well as a few we do not raise separately (over 50 varieties in all).

OUR LIST OF VARIETIES has been built on our customers' requirements. We drop any varieties that have not proven their worth. We have found some to be "old reliable" favorites of long standing. We have all these plus newer introductions, each year, as they prove to be good vivid, salable varieties with lasting qualities.

WE GUARANTEE SATISFACTION! We are proud of the long list of satisfied customers we have built up over a period of years. If at any time you are not pleased with our bulbs, our packing, or our service, PLEASE let your complaints be known to us. We will make good to the full extent, plus an additional adjustment to compensate for any inconvenience it may have caused you.

R. W. LONGABAUGH
Grower and Shipper
Sebring, Fla.

